

2. Flexibility of internal circulation. The circulation system must provide alternate routes of access and egress and internal routes effectively linking the various sections of the downtown area. Yet the choice between these alternatives should not be random; the circulation pattern should be clearly defined and easily comprehended by the motorist. Both pedestrian and vehicular circulation should be properly related to the land uses they serve.

3. An integrated system of parking. The amount and distribution of parking should be determined by the needs of the users, and thus be related to the land uses and traffic ways it is expected to serve.

4. A functional arrangement of land uses. Land uses and activities should be distributed according to their degree of interdependence on each other and their dependence on pedestrian or vehicular access. Activities that functionally reinforce each other should be allowed to do so.

5. Maintenance of investment. Due to the large investments already committed in downtown facilities and their significant contribution to the city's tax base, investment should be maintained and increased in the Central Business District. This is largely dependent on the achievement of other goals which will create an atmosphere conducive to such investment.

6. Range of choice. The wide opportunity for choice should be maintained and increased in the CBD, both in the variety of goods and services offered and in the cultural outlets available.

7. Visual order. An attractive and pleasing urban setting is essential in both a psychological and an economic sense. A downtown area exhibiting a visual order and spots of beauty is a tremendous source of civic pride. It is worthy of producing a symbol of the city. Also, in an economic sense, people prefer to work and shop in an attractive setting: good appearance is good business.

8. Character. What is unique about downtown Fayetteville should be emphasized in the plan. A definite sense of place should be created. The visitors (as well as the residents) should know he is in downtown Fayetteville as opposed to downtown anywhere."

## COMMUNITY AND NEIGHBORHOOD SHOPPING AREAS

There are at least five goals that should be realized in order for community and neighborhood shopping areas to maximize their role in providing convenience services and goods directly to the residential areas.